



17 February, 2025

THE FRESH REPORT

EAST COAST

The Georgia growing region will experience mostly sunny conditions this week, with a brief bout of rain on Wednesday bringing noticeable temperature fluctuations. After Sunday's rain, the week will start with highs in the mid to upper 50s and lows in the mid-40s. However, following Wednesday's rainfall, highs will drop to the upper 40s and lower 50s, and lows will dip well below freezing.

WEST COAST

Despite cooler temperatures in the Southeast, Yuma will experience warmer weather with mostly clear skies. Highs will hover around 80 throughout the week, with lows ranging from the low to mid 50s.

MEXICO

Baja will see similar consistency to the West Coast regions, with mostly sunny skies throughout the week and slightly warmer temperatures. Highs will remain in the mid-70s, and lows will stay around 60.

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ESTD. 1994

ROYAL

ATLANTA . GEORGIA

TOMATOES ↓

Tomatoes remain steady with strong quality and good availability from both Mexico and Florida. Supply is stable, and market conditions are holding firm.

ASPARAGUS →

Mexican production continues to ramp up, with strong supply across all sizes, including jumbo. Peruvian supplies are lower due to seasonal weather conditions, but overall volume remains solid.

AVOCADOS →

Markets are stable, but 48ct and larger sizes remain tight. California's harvest is slow to start, but volume is expected to improve as we move into late February and early March.

BROCCOLI →

Supply remains strong, with quality holding steady. Some yellowing has been observed in certain lots, but overall product remains in good condition.

CAULIFLOWER →

Steady supplies across all regions with minimal quality issues. Expect stable market conditions heading into next week.

CELERY →

Production remains moderate, with firm demand. Quality is strong, and availability is expected to stay steady.

CORN →

While cold weather in Florida had slowed growth and tightened supplies, recent warm weather should bring relief to the market promptly.

CUCUMBER →

Mexico continues to provide a strong supply with excellent quality, while Florida remains in its dormant period until spring production resumes.

EGGPLANT →

Florida and Mexico are producing light but steady volumes. Larger increases in supply aren't expected until spring.

GREEN BEANS →

Cold weather directly impacted yields in Florida but warm weather should soon restore any hiccups in production. Mexican volumes are stable though, so not as much worry here.

LETTUCE →

Iceberg: Rain and wind in California are causing defects like blistering and growth cracks. Lighter weights and reduced shelf life are expected.

Leaf: Romaine and green and red leaf lettuce continue to experience some blistering and discoloration due to recent weather impacts. Supplies remain available but are showing variable quality.

Tender Leaf: Spring mix and tender leaf greens are dealing with texture issues and yellowing due to cold weather stress. Warmer conditions should help improve supplies.

ONIONS →

Storage supplies are strong, with red and yellow onions readily available. White onions remain slightly tight, but overall market conditions are stable.

PEPPERS ↓

Bell peppers are abundant in Mexico, with steady supplies continuing into Florida's growing season. Red peppers remain readily available, while yellow and orange supplies are tighter.

POTATOES ↓

FEBRUARY IS POTATO LOVERS MONTH!

Market conditions remain stable with good storage supply from Idaho. Large sizes are more readily available, while smaller sizes are tightening.

SQUASH, ZUCCHINI →

Green squash remains readily available, but yellow squash supplies remain slightly behind. Florida and Mexico are expected to bring more volume in the coming weeks.

STRAWBERRIES →

Valentine's Day demand has kept supplies tight, and weather in California has impacted production. Mexico and Florida continue to provide relief, but pricing remains firm.

BLACKBERRIES, BLUEBERRIES, & RASPBERRIES →

Blackberries: Supplies remain limited due to cold weather and logistical challenges, but volumes are expected to increase soon.

Blueberries: Chile and Mexico continue to supply the market, while Peruvian imports slow down. Pricing is holding firm.

Raspberries: Mexican customs delays are affecting exports, causing temporary supply disruptions, but production remains steady.

LEMONS, LIMES, ORANGES →

Lemons: Steady market conditions with good availability. Supplies from California remain strong.

Limes: Prices are rising due to a shift in sizing, with larger fruit becoming more limited. Expect volatility through February.

Oranges: Peak sizes have shifted to 88ct, and smaller sizes are tightening. Good supply remains available, but pricing is starting to adjust.

MELONS ↑

Cantaloupe: Tropical Storm Sara has caused lower yields, putting added pressure on the market. Offshore availability remains tight due to port delays and quality concerns. Mexican supplies remain low. Prices remain high, but Guatemala's upcoming spring crop should help balance supply.

Honeydew: Tropical Storm Sara impacted production in key growing regions. Offshore supplies are improving, with larger sizes prevailing from Nogales.

Watermelon: We are seeing steady demand with reduced acreage in Mexico. Offshore volumes are helping to supplement supply.

PINEAPPLE →

Supply remains tight due to weather impacts in key growing regions. Costa Rican pineapples are in high demand, with availability expected to remain limited through February.

STONE FRUIT →

Imported peaches, plums, and nectarines continue to arrive on both coasts, with volume improving. Domestic Asian pears are nearly finished, while imports are set to increase soon. Kiwi supply remains steady with strong market conditions.

